

What is claimed is:

1. A process of lowering blood cholesterol in an animal comprising feeding the animal a composition comprising an effective amount of at least one vegetable protein, at least one phytosterol and at least one isoflavone wherein the vegetable protein, phytosterol and isoflavone synergistically lower the blood cholesterol.
2. An ingestible composition comprising a cholesterol lowering effective synergistic amount of vegetable protein, phytosterol and isoflavone.
3. The process according to claim 1 wherein said isoflavone is selected from the group consisting of genistein , daidzein and glycitein.
4. The process according to claim 1 wherein said phytosterol is selected from the group consisting of Beta sitosterol , Beta sitostanol, campesterol and stigmasterol.
5. The process according to claim 1 wherein said composition includes less than 4 wt. % dietary fiber.
6. The process according to claim 1 wherein said composition includes less than 3 wt. % dietary fiber.
7. The process according to claim 5 wherein said composition includes no dietary fiber.
8. The composition according to claim 2 wherein said composition includes less than 4 wt. % dietary fiber.

9. The composition according to claim 2 wherein said composition includes less than 3 wt. % dietary fiber.

10. The composition according to claim 2 wherein said composition includes no dietary fiber.

11. The process according to claim 1 wherein said vegetable protein includes soy protein.

12. The composition according to claim 2 wherein said vegetable protein includes soy protein.

13. The process according to claim 1 wherein the animal is a human.

14. The process according to claim 1 wherein the process comprises feeding the animal more than one serving of one or more foods.

15. The process according to claim 1 wherein said one or more foods includes at least one serving of spreads.

16. The process according to claim 1 wherein the composition comprises less than 0.5 wt. % calcium salt.

17. The process according to claim 16 wherein the composition comprises less than 0.1 wt.% calcium salt.

18. The process composition according to claim 2 wherein the composition comprises less than 0.5 wt. % calcium salt.

19. The composition according to claim 18 wherein the composition comprises less than 0.1 wt.% calcium salt.

20. The process according to claim 1 wherein the composition comprises less than 0.5 wt. % calcium measured as calcium.

21. The process according to claim 20 wherein the composition comprises less than 0.3 wt.% calcium, measured as calcium.

22. The process composition according to claim 17 wherein the composition comprises less than 0.1 wt. % calcium measured as calcium.

23. The process according to claim 2 wherein the composition comprises less than 0.5 wt. % calcium measured as calcium.

24. The process according to claim 23 wherein the composition comprises less than 0.3 wt.% calcium, measured as calcium.

25. The process composition according to claim 24 wherein the composition comprises less than 0.1 wt. % calcium measured as calcium.

26. The composition according to claim 18 wherein the composition comprises less than 0.1 wt.% calcium salt.

27. A process of lowering blood cholesterol in an animal comprising feeding the animal a composition comprising from 1 to 25 g of at least one vegetable protein, from 0.2 to 3 g of at least one phytosterol and from 5 to 150 mg of at least one isoflavone.

28. An ingestible composition comprising a cholesterol lowering effective synergistic amount from 1 to 25 g of at least one vegetable protein, from 0.2 to 3 g of at least one phytosterol and from 5 to 150 mg of at least one isoflavone.

29. A process of lowering blood cholesterol in an animal comprising feeding the animal per day from 1 to 25 g of at least one vegetable protein, from 0.2 to 3 g of at least one phytosterol and from 5 to 150 mg of at least one isoflavone.